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UNITED STATES DEPARTMENT OF AGRICULTURE  
Rural Electrification Administration  
Washington 25, D. C.

June 1, 1949

HIGHLIGHT SUMMARY OF MATERIALS AND SERVICES AVAILABLE TO FIELD PEOPLE  
THROUGH INFORMATION SERVICES DIVISION

(For more detailed information see appendix of "Telling the Co-op Story -- An Educational Handbook for Rural Electric Co-ops," USDA Miscellaneous Publication No. 685, available about July 1, 1949.)

General Material

RURAL ELECTRIFICATION NEWS: Magazine issued bimonthly and distributed to REA staff, borrower offices and all directors at their homes, and to all vocational agriculture teachers. Complete files in co-op offices recommended. Extra copies on request.

CO-OP CHATS: Issued at intervals by the Administrator and mailed to all directors and the REA staff. A packet containing all Co-op Chats and a special letter from the Administrator is sent to newly elected directors by Management. Chats now available deal with co-op relations with REA, annual meeting planning, community relations, area coverage, co-op terminology, co-op taxation, importance of informed members and value of good public relations. Extra copies on request to Information Services.

EDUCATIONAL HANDBOOK: "Telling the Co-op Story" -- a 72-page "textbook" on member education for electric co-ops -- now being printed and will be distributed to co-ops and the field staff in July. Extra copies on request.

ANNUAL MEETING MATERIAL: A booklet entitled "Planning Your Annual Meeting" issued in 1947 is out of print, but should be available in many co-op offices. New version now being prepared for printing and should be available by January, 1950. Administrator's CO-OP CHAT of January 2, 1946, contains a good outline on planning and conducting annual meetings. Backdrop and small amount of other visual materials for meeting use available on loan. (For information on buying a backdrop, see Information Services letter dated April 21, 1948.)

Written and Spoken Media

PRINTED PUBLICATIONS: REA prints publications on power use and cooperative rural electrification, and furnishes them to co-ops on request for distribution to members and others. Latest list of publications contained in Information Services letter dated March 10, 1949. Extra copies of letter and sample copies of publications available on request. (Representative publications are included in a background folder of material prepared for electrification advisers. Distribution is chiefly through A & L at training schools and on co-op visits. New packet containing latest material available about July 1.)



STATISTICAL PUBLICATIONS. Annual Statistical Report, issued in the fall of each year, is sent to borrowers and fieldmen. Extra copies available on request. Monthly Statistical Bulletin is made available to the staff.

CO-OP MEMBER PERIODICALS: A kit of information on how a co-op can go about getting information regularly to its members, either through its own newsletter or through a State paper, is available on request. Special material is sent each month to all State papers, with copies to A & L fieldmen.

PRESS AND RADIO MATERIAL: Regularly available on request are a packet of newspaper special edition stories, power use radio transcriptions and form news stories and radio scripts that can be localized. Individual press and radio problems are handled insofar as possible.

SPEECH MATERIAL: Outlines of talks suitable to use by fieldmen or co-op officials on a number of occasions are available on request.

#### Visual Media

MOTION PICTURES: REA from time to time compiles and distributes a list of 16 mm. movies that the staff believes co-ops will want to show to members. The latest such list was issued with Information Services letter of May 15, 1949. REA itself does not distribute motion pictures. The two REA films -- "Power and the Land" and "Bob Marshall Comes Home" -- and many other movies are available to co-ops through film libraries at their State universities and Ag Colleges. Assistance with individual co-op problems regarding movies and motion picture equipment is given insofar as possible.

EXHIBITS: A booklet entitled "How Your REA Co-op Can Use Exhibits To Help Tell Its Story" was distributed to all co-ops in 1948. It is now being revised for re-issue. In a limited number of cases Information Services can lend a co-op or Statewide a large exhibit for use at a county or State fair, with co-op paying freight or express charges.

WINDOW DISPLAYS: Sold to co-ops by Raymond and Raymond, 40 East 52nd Street, New York 22, New York. Program for 1949-50 starts September 1. Brochure announcing new program will be sent to borrowers and fieldmen this summer.

PHOTOGRAPHS: Pictures from REA's photo file of more than 10,000 negatives are available to borrowers and fieldmen on request. Specify subjects and size of prints wanted.

CHARTS AND POSTERS: REA has two posters available which were sent to all borrowers in 1945 and are still being sent out with requests for annual meeting visual material. Two new posters are being printed and will be distributed soon. (A list of charts and posters available from commercial sources for teaching or display use was issued by A & L with letter dated March 31, 1949.)

SLIDES AND FILM STRIPS: A set of 50 to 100 slides on power use subjects is now being prepared by A & L and Information Services. Co-ops will be able to purchase these at a nominal charge under arrangements to be announced. A list of slides and film strips available from commercial sources will be issued at the same time.